



ACTIVE NETWORK CELEBRATES HUNTING AND FISHING WITH AGENCIES OFFERING LICENSING THROUGH OPTIMIZED WEBSITES FOR MOBILE DEVICES

More Than 46+ Million Licenses Processed Through ACTIVE Technology

With National Hunting and Fishing Day approaching on Saturday, September 28, [The ACTIVE Network, Inc. \(NYSE:ACTV\)](#), the leader in cloud-based [Activity and Participant Management™](#) (APM) solutions, today announced that outdoor hunting and fishing recreationalists are now able to secure and manage new hunting and fishing licenses through the mobile-enabled websites of [Louisiana's Department of Wildlife and Fisheries](#), [Tennessee Wildlife Resource Agency](#), as well as [Saskatchewan's Ministry of Environment](#). New responsive design allows websites of state wildlife and conservation agencies to be optimized on various mobile devices, streamlining customer experiences and helping enthusiasts get outside and doing what they love more quickly – hunting, fishing, camping, boating, and more.

"We're excited to provide another convenient way to purchase hunting and fishing licenses with an interface that is easy to view on any mobile device," said Bryan McClinton, Louisiana Department of Wildlife and Fisheries Undersecretary. "This will help our agency provide quick and real-time access to licenses as efficiently as possible."

"States like Louisiana and Tennessee, and the province of Saskatchewan are blazing the trail for other state wildlife and conservation agencies to supply customers with the convenience of purchasing licenses from anywhere," said Denny Bennett, General Manager ACTIVE Network Outdoors, Licensing. "ACTIVE Network is proud to partner with state wildlife and conservation agencies, helping to streamline operations and constantly make it easier for their customers to secure licenses."

ACTIVE Network Outdoors has helped state wildlife and conservation agencies to:

- Issue and deliver licenses and permits in real-time
- Collect and manage data related to harvest registration and check-in
- Control and manage revenue collection and accounting
- Process and manage data related to certification and education programs
- Improve access to information, law enforcement and compliance

ACTIVE Network processed more than 46 million licenses in 2012 and is the number one processor of hunting and fishing licenses in the United States. ACTIVE Network offers enterprise-level management of outdoor recreation facilities and programs on public lands, including campgrounds and parks, marinas, historical/natural tour/ticketing sites, wilderness areas, and game/wildlife management programs. The consumer portals operated under the [ReserveAmerica.com](#) and [Recreation.gov](#) brands provide booking access to the largest inventory of outdoor recreation activities in North America.

About ACTIVE Network

ACTIVE Network is the leading provider of Activity and Participant Management™ solutions. Our technology platform makes managing and operating all types of activities, events and organizations smarter and more efficient. We power over 55,000 global customers and build leading vertical technology applications for the markets we serve. Our leading ACTIVE Works cloud platform scales with our customers, large and small. ACTIVE Network was founded in 1999, is headquartered in San Diego, California, and has offices worldwide. For more information, please visit: <http://www.activenetwork.com> or follow us on Twitter [@ACTIVENetwork](#).

About Forward-Looking Statements

The Active Network, Inc. cautions you that the statements included in this press release that are not a description of historical facts are forward-looking statements within the meaning of the federal securities laws. Any such statements are subject to substantial risks and uncertainties, and actual results may differ materially from those expressed in these forward-looking statements. More detailed information about The Active Network, Inc. and the risks and uncertainties that may affect the realization of these forward-looking statements is set forth in its filings with the Securities and Exchange Commission (SEC). These filings may be read free of charge on the SEC's website at www.sec.gov. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. All forward-looking statements are qualified in their entirety by this cautionary statement and The Active Network, Inc. undertakes no obligation to revise or update this press release to reflect events or circumstances after the date hereof.

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